

THE CHRONOLOGY OF ENTREPRENEURIAL MARKETING DEFINITIONS

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Abstract: *Based on the research statements from researchers on Entrepreneurial Marketing (EM) for almost 30 years since 1982 until today, a number of researchers finds link between the disciplines of entrepreneurship with the disciplines of marketing. The researchers began to reveal the definition of Entrepreneurial Marketing began in 2002. The purpose of this article is to analyze the development of the definition of Entrepreneurial Marketing since 2002 until today, as well as to analyze the similarities and differences in definitions submitted by experts. This article consists of three parts, the first introduction, the second is the development of the definition of Entrepreneurial Marketing (EM) and the third is conclusions. This study uses literature study. From the results of the literature search, chronologically discovered that the Entrepreneurial Marketing has developed a definition, mainly in its application in SME businesses (SMEs).*

Keywords: *Entrepreneurial Marketing, Definition, SMEs*

INTRODUCTION

This moment, the development of the relationship between entrepreneurship research with marketing has begun to evolve in line with the opinion Collinson & Shaw (2001), which mentioned that “research examining issues on the marketing/entrepreneurship interface has emerged as a rapidly developing area.” Entrepreneurship is the process of creating something different with value by devoting the necessary time and effort, assuming the accompanying financial, psychic, and social risks, and receiving the resulting monetary rewards and personal satisfaction” Hisrich (1992;54). Marketing with entrepreneurship have an important relationship and this is because marketing is a business function that must be used appropriately by the entrepreneurs to launch and develop the new venture successfully (Hisrich, 1992; 54).

Marketing also has an important role in the SMEs sector, in line with the opinions stated by Gungaphul & Boolaky (2009; 213) marketing has something to offer to entrepreneurial activities and indeed to SMEs as recognized by some studies whose findings confirm that successful small enterprises are those that

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identify and analyse customer needs and competitive products and services and attempt to satisfy these needs to the delight of their customers.

The connections between marketing and entrepreneurship is already nearly 30 years, since the beginning of the emergence of the relationship between entrepreneurship with marketing as stated by IONIȚĂ (2012; 132) that “Entrepreneurial Marketing (EM) is a concept that was developed at the interface between two sciences – marketing and entrepreneurship – almost thirty years ago”. It is characterized in the beginning of the movement between marketing and entrepreneurship within marketing in 1982. In 1985, the existence of research empirically on the marketing and entrepreneurship interface and documented importance started, then in 1986, began the existence of a forum for experts to discuss mutual EM (Entrepreneurial Marketing), (Hills, et al, 2008; 103).

After that in 1987 began the emergence of a statement “Marketing is the home for the entrepreneurial process” (Morris & Paul; 1987; 247). Bjerke & Hultman (2002; 15) also reveals in his book that “EM is a marketing of small firms growing through entrepreneurship”. Furthermore Sole (2013; 26) tried to express the opinion of the researchers since 1987 to 2011, and there are seventeen studies try to reveal the emergence of the theory of the relationship between entrepreneurship and marketing is a journey formation of entrepreneurial marketing definition that will be forming an entrepreneurial marketing concept, and the first researchers to define EM namely Morris, et al in 2002.

The purpose of this article is to analyze the development of the definition of Entrepreneurial Marketing from 2002 to 2012 because in 2013, Sole (2013; 34) expressed “To date, there is still no agreed definition with EM associations Often blurred and dispersed” then analyzed only up to 2012 alone. Then this article analyzes the similarities and differences in definitions submitted by experts with produced a dimension. This article consists of three parts, the first introduction, the development of the definition of Entrepreneurial Marketing (EM) and third conclusions.

DEFINITIONS DEVELOPMENT OF ENTREPRENEURIAL MARKETING

2002–2004

In 2002-2004, there were two researchers who expressed the definitions of Entrepreneurial Marketing stated that it is more revealing than proactive approach. Morris, et al (2002; 5), suggested the definition of Entrepreneurial Marketing which could be abbreviated namely EM. *EM* is the proactive identification and exploitation of opportunities for acquiring and retaining profitable customer through innovative approaches to risk management, resource leveraging and value creation.

In 2004, the definition of Entrepreneurial Marketing emerged stated that it is composed of a proactive organizational focus on customer satisfaction through

innovative and efficient value creation throughout the value chain (Miles & Darroch, 2004).

2004-2006

Beverland & Lockshin (2004) and Becherer et al. (2006) defined entrepreneurial marketing as effective action or adaptation of marketing theory to the specific needs of SMEs. Those effective actions should simultaneously solve matters such as restrictions regarding innovation, opportunities, risk and resources”.

2006-2008

In 2008-2010, there were two researchers who expressed the definitions of Entrepreneurial Marketing saying that is more revealing in terms of the process. According to Bäckbrö & Nyström (2006; 13) “Entrepreneurial Marketing is the overlapping aspects between entrepreneurship and marketing; therefore it is the behaviour shown by any individual and / or organization that attempts to establish and promote market ideas, while developing new ones in order to create value”.

According to Becherer et al (2008) “*Entrepreneurial marketing is describe the marketing processes of firms pursuing opportunities in uncertain market circumstances*”.

2008-2010

According to Hills, et al (2010;6) “**EM** is spirit, an orientation as well as a process of pursuing opportunities and launching, and growing venture that create perceived customer value through relationship, especially by employing innovativeness, creativity, selling, market immersion, networking, or flexibility”.

Kraus, et al (2010; 26) combined the definition of marketing according to the AMA (American Marketing Association) with the notion of entrepreneurship as follows: “**EM** is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders, and that is characterized by innovativeness, risk-taking, proactiveness, and may be performed without the resources currently controlled”.

2010–2012

Jones and Rowley (2011) defined **EM** as “*Entrepreneurial marketing is (...) strategic direction and involves organizational members’ practice of integrating customer preferences, competitor intelligence and product knowledge into the process of creating and delivering superior value to customers*”.

Hills & Hultman (2011) revealed that “*Entrepreneurial marketing is considered more proactive, more innovative, more opportunity and growth oriented, and more willing to take risks than conventional marketing*”.

Hacioglu et al, (2012) expressed that “*We define entrepreneurial marketing as a process with an entrepreneurial spirit (marketing by founder-entrepreneur)*”

Daniela IONIȚĂ, (2012;147) “EM is a set of processes of creating, communicating and delivering value, guided by effectual logic and used a highly uncertain business environment”.

Based on the above developments, a table of definitions has been developed with the following dimensions:

Table 1
Table of Definitions and Dimensions

No.	Author, Year	Definitions	Dimensions
1.	Morris et al (2002)	EM is the proactive identification and exploitation of opportunities for acquiring and retaining profitable customer through innovative approaches to risk management, resource leveraging and value creation (2002;5)	Identification Exploitations Resource Leveraging Risk Management Value Creation
2.	Miles & Darroch (2004)	Entrepreneurial Marketing is composed of a proactive organizational focus on customer satisfaction through innovative and efficient value creation throughout the value chain (2004).	Customer Satisfaction Value creation
3.	Beverland & Lockshin (2004) and Becherer et al. (2006)	Define entrepreneurial marketing as effective action or adaptation of marketing theory to the specific needs of SMEs. Those effective actions should simultaneously solve matters such as restrictions regarding innovation, opportunities, risk and resources”	Innovation Opportunities Risk and resources

<i>No.</i>	<i>Author, Year</i>	<i>Definitions</i>	<i>Dimensions</i>
4.	Bäckbrö & Nyström (2006)	EM is the overlapping aspects between entrepreneurship and marketing; therefore it is the behaviour shown by any individual and/or organization that attempts to establish and promote market ideas, while developing new ones in order to create value	Individual behaviour Organizational behaviour Create Value
5.	Becherer et al (2008)	Entrepreneurial marketing is describe the marketing processes of firms pursuing opportunities in uncertain market circumstances	Market opportunities leveraging
6.	Hills, et al (2010)	“EM is spirit, an orientation as well as a process of pursuing opportunities and launching, and growing venture that create perceived customer value through relationship, especially by employing innovativeness, creativity, selling, market immersion, networking, or flexibility”.	Create relationship
7.	Kraus, et al (2010) combined the definitions of marketing based on AMA (American Marketing Association)	“EM is an organisational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organisation and its stakeholders, and that is characterised by innovativeness, risk-taking, pro-activeness, and may be performed without resources currently controlled”.	Creating value Communicating value Delivering value

No.	Author, Year	Definitions	Dimensions
8.	Jones and Rowley (2011)	“Entrepreneurial marketing is (...) strategic direction and involves organizational members’ practice of integrating customer preferences, competitor intelligence and product knowledge into the process of creating and delivering superior value to customers”.	Creating superior value Delivering superior value
9.	Hills & Hultman (2011)	“Entrepreneurial marketing is considered more proactive, more innovative, more opportunity and growth oriented, and more willing to take risks than conventional marketing”.	Proactive Innovative Opportunity Growth oriented Willing to take risk
10.	Hacioglu et al, (2012)	“We define entrepreneurial marketing as a process with an entrepreneurial spirit (marketing by founder-entrepreneur)”	Process
11.	Daniela IONIȚĂ, (2012)	“EM is a set of processes of creating, communicating and delivering value, guided by effectuallogic and used a highly uncertain business environment.	Creating Communicating Delivering value

CONCLUSIONS

Definitions of entrepreneurial marketing have evolved over time. In defining the entrepreneurial marketing, experts start by various keyword, but the meaning is relatively the same as: Identification (Morris et al, 2002), exploitation (Morris et al, 2002), Resources leveraging (Morris et al, 2002), Opportunity-Driven (Beverland & Lockshin, 2004, Becherer et al., 2006, Becherer et al, 2008, Hills and Hultman 2011), Innovation (Beverland & Lockshin, 2004, Becherer et al., 2006, Hills and Hultman 2011), Risk Management (Morris et al, 2002, Hills and Hultman 2011), Value Creation/Creating Value (Morris et al, 2002, Miles & Darroch, 2004, Bäckbrö

& Nyström, 2006, Kraus et al, 2010), the Create Relationship (Hills et al, 2010), and Process (Hacioglu et al 2012), and Creating Communicating and delivering value (IONIȚĂ, 2012).

Based on the development of Entrepreneurial Marketing definitions above, it can be seen the similarities between the definitions from 2002 to 2012 that is how an organization can create market opportunities, creating value, delivering value, build relationships with customers, innovative and has a readiness in the face of risk. The difference lies on the ways of approaches in conducting the process of entrepreneurial marketing.

It can be concluded that EM as a function of the organization in which there is a process to create market opportunities, innovative, has a willingness to face of business risk or risk management of business, and build relationship with customers through communicating, also creating and delivering value.

Hence, basically it is established by the two disciplines of science that are science of Entrepreneurship and Marketing in the practice of Marketing science is important, especially to build a business of entrepreneurship, especially in the scale of SMEs. The dimensions of this research are obtained, which are *Identification, Exploitation, Leveraging Resources, Opportunity-driven, Innovation, Risk Management, Value Creation/Creating Value, Create Relationship, and Process*.

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